



PITTI IMMAGINE FILATI

**Pitti Filati 88 is online on Pitti Connect:
a selection of the best Italian and international yarn manufacturers
present their new collections for spring-summer 2022,
from today until 5 April.**

**Alongside all the latest ideas and trends expressed by the yarns,
a series of online events and formats will illustrate the work of the yarn
mills to the public of buyers and international style bureaus.**

**Plus: CKD MASTER CUBE,
the finale fashion movie of the Master's degree course
in Creative Knitwear Design
of the Accademia Costume & Moda and Modateca Deanna
starring young knitwear creatives
and, naturally, the new Spazio Ricerca "NEW NEW"
which creatively reflects on the current changes,
projecting them onto themes/trends for the future.**

The new edition of Pitti Filati opens today on filati.pittimmagine.com. The Pitti Immagine digital platform will present the **new collections for Spring-Summer 2022** from a **selection of preeminent companies taking part in the fair until 5 April 2021**.

"The online launch of Pitti Filati chronologically follows the start of our other events on the Connect platform" **says Agostino Poletto, general manager of Pitti Immagine**. "This is the tool we have made available to our exhibitors for presenting their new collections in a digital format and creating connections with international buyers. We aim to showcase around 50 international yarn mills on Connect for whom, at this moment, the digital format represents an important service for supporting their presentations. We do not only intend to accompany them in the sales campaign: with a series of leading Filati yarn manufacturers we are devising new formats and exciting digital processes which will go online in the next few weeks. They will narrate, from the inside, the extraordinary work being carried out by the companies at this time when, more than ever, it is essential to give a boost to research and sustainability. These fundamental values will also be showcased in the other special events and editorial projects that we will be presenting on Connect: from the Accademia Costume & Moda Master's course fashion film to the Spazio Ricerca, which successfully – and also digitally – offers important input to the top community of creatives and style bureaus of international brands which constitute our reference public. And that's not all: other special collaborations will be revealed in the next few days".

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“There is a great desire to return to the physical format” adds **Raffaello Napoleone, CEO of Pitti Immagine**. “The Pitti Filati companies have been some of the most reactive elements involved in attempting to hold our events in person. This reflects the great dynamism and enormous creativity expressed by yarns and knitwear. Despite the objective losses in terms of turnover determined by the health emergency, there is an incredible determination to look to the future and to start thinking already about when we can meet up again at the fair. At this moment in time the digital format offers a valuable alternative and Pitti Connect places itself at the service of the fashion system: in fact, I am thinking about the synergy with Milano Unica, also realized online utilizing Connect, which is ideally a unique platform for maximizing semi-finished products”.

Here are some of the companies that, to date, are taking part in Pitti Filati on Connect:

Alpes, Feel Blue, Filati Naturali, Filmar, Filpucci, E. Miroglio, I.A.Fil, Igea, Lanificio dell'Olivo, Miele, Shima Seiki, Starlight, The Woolmark Company, Tollegno 1900 and Vimar.

Advance news on the online projects and special events for the next few days on:
filati.pittimmagine.com

_NEW NEW: the new Spazio Ricerca

NEW NEW is the theme of the new Spazio Ricerca curated by **Angelo Figus** and **Nicola Miller** dedicated to the yarn collections for spring/summer 2022. Three macro trends will be used to analyze what has happened in recent months and that has changed us profoundly. The effects of the lockdown are not sporadic, they run deep and the repercussions will condition our actions and our way of life for years. In “**Wild Wise**” we discover nature as a new and ancient criterion in the search for wellbeing, harmony, happiness and equilibrium; in “**Openly Private**” the public and private dimension meet in a new manifestation where informality and disinhibition become the new stylistic signatures; in “**Clean link**” everything is new and optimistic, like the great expectations generated when opening a flashy new item you have just bought in a store and that you are going to wear for the first time.

_CKD MASTER CUBE: the fashion movie by the Accademia Costume & Moda and Modateca Deanna on Pitti Connect

The Accademia Costume & Moda and Modateca Deanna Master’s course in Creative Knitwear Design presents the final collections of the students and the **Industry Projects** winners inside the digital platform of Pitti Connect through a fashion movie inspired by the dark atmospheres of Lars Von Trier and David Lynch. The creativity of the thirteen young designers is expressed in capsule collections which are worn by the inhabitants of the imaginary city of CKD VILLE, creating a visual liaison between the various creative expressions present in the collections. The companies involved in **Industry Projects** at this edition are: **Marni, Marina Rinaldi, Max Mara Leisure, Stone Island, United Colors of Benetton, Enka and Jackytex.**



And the yarn manufacturers who contributed to the project are: **Be.mi.va, Cariaggi Lanificio, Casa del Filato, Emilcotoni, Filati Biagioli Modesto, Filpucci, Iafil, Ilaria Manifattura Lane, Interfil TP, Lanificio dell'Olivo, Lineapiù Italia, Manifattura Sesia, Millefili, Servizi e seta, Tollegno 1900, Toscano, and Zegna Baruffa Lane Borgosesia.**

_ The new “FEEL THE CONTEST” format

On the occasion of Pitti Filati Connect will also feature a special presentation of “**Feel The Contest**”, the evolution of the successful competition organized by the Consorzio Promozione Filati – CPF dedicated to students from the best international fashion schools, which has always proclaimed its winners at Pitti Filati. 28 young designers are taking part in the first edition of this new competition and will realize 2 knitted outfits using yarns supplied by 28 Consortium member companies. The absolute winner, who will be proclaimed during the next edition of Pitti Filati, will be able to create an entirely *Made in Italy* capsule collection.

***Other projects and important collaborations will be announced over the next few days!
Stay tuned on filati.pittimmagine.com***

Florence, 8 February 2021